



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Horsepower Media
815 SLATERS LN
ALEXANDRIA, VA 22314-1219

Contract # 5172232
Schedule Dates 03/11/22-04/07/22
Advertiser PhRMA (30825)
Agency Horsepower Media (19838)
Product POLITICAL ISSUE (ns) (1187)
Brand Est,14184 (1700000)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name Forster,Jonathon
Phone/Fax /
CPE 14184
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments PhRMA Est.14184
A18+
Sep: 30 mins

Date Entered 03/10/22
Last Modified 03/10/22
Entered By Alexa Schram
CO-OP No
External #
Demo A18+R
Order Type Annual Member
Package Deal
Commission % 15.00
Commission \$22,717.50
Net Total \$128,732.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Mar. 2022	47	\$88,200.00
Apr. 2022	32	\$63,250.00
Grand Total:	79	\$151,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	03/11/22-03/17/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1			1	1			3	\$550.00	\$1,650.00	Washington (WJLA)		3/10/22
2.0	Normal Line / SPOT	03/18/22-03/24/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1	1		1	1			4	\$550.00	\$2,200.00	Washington (WJLA)		3/10/22
3.0	Normal Line / SPOT	03/25/22-03/25/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM						1			1	\$550.00	\$550.00	Washington (WJLA)		3/10/22
4.0	Normal Line / SPOT	03/28/22-03/31/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1			1				2	\$550.00	\$1,100.00	Washington (WJLA)		3/10/22
5.0	Normal Line / SPOT	04/01/22-04/07/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM				1	1	1			3	\$550.00	\$1,650.00	Washington (WJLA)		3/10/22
6.0	Normal Line / SPOT	03/11/22-03/11/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon						1			1	\$700.00	\$700.00	Washington (WJLA)		3/10/22
7.0	Normal Line / SPOT	03/14/22-03/18/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		1	1	1	1	1			5	\$700.00	\$3,500.00	Washington (WJLA)		3/10/22
8.0	Normal Line / SPOT	03/21/22-03/25/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		1	1	1	1	1			5	\$700.00	\$3,500.00	Washington (WJLA)		3/10/22
9.0	Normal Line / SPOT	03/28/22-04/01/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		1	1	1	1	1			5	\$700.00	\$3,500.00	Washington (WJLA)		3/10/22

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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10.0	Normal Line / SPOT	04/04/22-04/07/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		1	1	1	1				4	\$700.00	\$2,800.00	Washington (WJLA)		3/10/22
11.0	Normal Line / SPOT	03/11/22-03/11/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM						1			1	\$1,200.00	\$1,200.00	Washington (WJLA)		3/10/22
12.0	Normal Line / SPOT	03/14/22-03/18/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1	1	1	1	1			5	\$1,200.00	\$6,000.00	Washington (WJLA)		3/10/22
13.0	Normal Line / SPOT	03/21/22-03/25/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1	1	1	1	1			5	\$1,200.00	\$6,000.00	Washington (WJLA)		3/10/22
14.0	Normal Line / SPOT	03/28/22-04/01/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1	1	1	1	1			5	\$1,600.00	\$8,000.00	Washington (WJLA)		3/10/22
15.0	Normal Line / SPOT	04/04/22-04/05/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1	1						2	\$1,600.00	\$3,200.00	Washington (WJLA)		3/10/22
16.0	Normal Line / Access	03/11/22-03/16/22	2	:30	6:58:46P- Wheel Of Fortune		1		1		1			3	\$2,800.00	\$8,400.00	Washington (WJLA)		3/10/22
17.0	Normal Line / Access	03/18/22-03/23/22	2	:30	6:58:46P- Wheel Of Fortune		1	1	1		1			4	\$2,800.00	\$11,200.00	Washington (WJLA)		3/10/22
18.0	Normal Line / Access	03/25/22-03/25/22	2	:30	6:58:46P- Wheel Of Fortune						1			1	\$2,800.00	\$2,800.00	Washington (WJLA)		3/10/22
19.0	Normal Line / Access	03/28/22-03/30/22	2	:30	6:58:46P- Wheel Of Fortune		1	1	1					3	\$3,000.00	\$9,000.00	Washington (WJLA)		3/10/22
20.0	Normal Line / Access	04/01/22-04/05/22	2	:30	6:58:46P- Wheel Of Fortune		1	1			1			3	\$3,000.00	\$9,000.00	Washington (WJLA)		3/10/22

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21.0	Normal Line / Access	03/11/22-03/11/22	2	:30	7:29:26P- Jeopardy						1			1	\$4,500.00	\$4,500.00	Washington (WJLA)		3/10/22
22.0	Normal Line / Access	03/14/22-03/18/22	2	:30	7:29:26P- Jeopardy		1	1		1	1			4	\$4,500.00	\$18,000.00	Washington (WJLA)		3/10/22
23.0	Normal Line / Access	03/21/22-03/25/22	2	:30	7:29:26P- Jeopardy		1	1		1	1			4	\$4,500.00	\$18,000.00	Washington (WJLA)		3/10/22
24.0	Normal Line / Access	03/28/22-03/29/22	2	:30	7:29:26P- Jeopardy		1	1						2	\$5,000.00	\$10,000.00	Washington (WJLA)		3/10/22
25.0	Normal Line / Access	04/01/22-04/05/22	2	:30	7:29:26P- Jeopardy		1	1			1			3	\$5,000.00	\$15,000.00	Washington (WJLA)		3/10/22

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